

Typography

Play+ Typography Guide This is our belief Typography performs In Play+, typography is not just a utilitarian necessity — it is a performance. Our type system expresses both our Distinct and Intuitive pillars. It speaks with clarity, rhythm, and character, enabling content to feel as natural as a conversation. Typography in Play+ doesn't just organize content — it performs. With intention, rhythm, and voice, our type choices transform interfaces into fluent, brand-native conversations.

Core Principles of Typography

- **Hierarchical Design Guideline**
Use a consistent type scale to guide the user through content accurately. Developer Implementation Use semantic HTML tags (h1-h6). Map to `$font-heading-*` tokens. Never skip heading levels.
- **Readable Design Guideline**
Body text must be legible in long-form, with optimal font size, line height, and line length. Developer Implementation Use `$font-body-1`. Limit width using `$content-line-measure (~75ch)`.
- **Expressive Design Guideline**
Typography must reflect brand personality while staying clean and confident. Developer Implementation Use web fonts with `font-display: swap`.
- **Adaptive Design Guideline**
Type scale should adapt fluidly across breakpoints and screens to be adaptive. Developer Implementation Use `rem` units and `clamp()` for scalable text.

Our Typeface System: The Trio of Roles

- **The Typographic Scale**
- **Token Name / Role**
- **Font Family**
- **Weight**
- **Size**
- **Line Height**

Token Name / Role	Font Family	Weight	Size	Line Height
Hero Title	PP			
Neue Machina Bold			3.75rem / 60px	1.2
Heading 1	Mulish Bold		3rem / 48px	1.2
Heading 2	Mulish Bold		2.25rem / 36px	1.25
Heading 3	Mulish Semibold		1.875rem / 30px	1.3
Subtitle	Mulish Regular		1.5rem / 24px	1.4
Body Text	Inter Regular		1rem / 16px	1.5
Small Body	Inter Regular		0.875rem / 14px	1.5
Label / Button	Inter Medium		0.875rem / 14px	1.2
Caption	Inter Regular		0.75rem / 12px	1.3

Platform-Specific Implementation

- **Web** Use "rem"
- **iOS** Use "pt"
- **Android** Use "sp"

Spacing Rules : Vertical spacing should derive from the element's line-height. Use `$space` tokens for consistent inter-block rhythm.

Hierarchy Enforcement : Never use a heading token on non-heading semantic elements (e.g., don't use `$font-heading-h3` in a `<p>`). Create utility styles when needed for similar looks without breaking semantics.

Customizing the Typography

- We believe in metamorphic design. Swap tokens, keep structure.
- // Define custom fonts `$my-brand-serif: "Georgia", serif;`
- `$my-brand-sans: "Helvetica Neue", sans-serif;`
- // Override Play+ tokens `$font-family-heading: $my-brand-serif;`
- `$font-family-body: $my-brand-sans;`

Guidelines for Customization : Choose fonts with full weight families (Regular, Medium, Semibold, Bold) Test across breakpoints to ensure legibility and tonal match

Typography in Motion

- Typography should feel alive, not static.
- Recommendations : Fade-in or upward rise on heading reveal Labels animate upward

on input focus Smooth resizing on screen transitions using clamp() Component-Level
Typography Map ■ Component Role Token Used Font Button Label \$font-label Inter Modal
Title Heading 2 \$font-heading-h2 Mulish Input Label Caption \$font-caption Inter Card Title
Heading 3 \$font-heading-h3 Mulish Card Body Body Text \$font-body-1 Inter Toast Message
Small Body \$font-body-2 Inter Hero Section Hero Title \$font-display PP Neue Machina
Typography Quick Guide ■ Do's : Use heading tags correctly and in order Keep line length to
~75 characters Use semantic tokens, not raw styles Choose expressive fonts for brand,
neutral for function Don't : Skip heading levels (h1 → h3) Apply heading tokens to
non-headings Use more than 2-3 fonts per interface Rely on pixel values over tokens This is
the voice of your product. Let it be bold, legible, and beautifully yours.

```
// Define custom fonts
$my-brand-serif: "Georgia", serif;
$my-brand-sans: "Helvetica Neue", sans-serif;

// Override Play+ tokens
$font-family-heading: $my-brand-serif;
$font-family-body: $my-brand-sans;
```